



# Hi, I'm Alessio Cardelli

Design manager & Fractional Head of design

## Experiences

**Senior consultant** Freelance Design Manager & Fractional Head of Design  
may 2024 - today

Services:

- strategic/tactical consulting for UX, UI, research & product design activities
- training and support for individuals or design teams, consultancy about design OPS
- strategic product definition, validation, prototyping, customer research

**Baasbox** Chief Operating Officer

Previously:  
Lead Designer  
dec 2017 - jul 2018

UX/UI Designer  
jan 2016 - nov 2017

march 2020 - april 2024  
**Main roles:** supervision of the productive objectives of Baasbox, coordination of cross-team resources, management of daily operations and productivity monitoring, supervision of sales activities, definition and control of OKRs.

**Clients:** Unilever, BNP Paribas, FitPrime, MrAllegri Tactics, Gambero Rosso, Infocert, SEIF (Società Editoriale Il Fatto), CryptoBooks, FacilePark, Yome, GrowishPay, Togheter Price.

Head of Product Design

august 2018 - july 2024

**Main roles:** supervision of operational activities about research, strategy, UX and UI (delivery of the product design area), coordination of team resources, design OPS, management of positioning and communication activities, lead generation and sales in the design area.

**Doppionodo Studio** Co-founder & Lead Designer  
september 2014 - september 2016

**Main roles:** project management, UX/UI design, data research and analysis, usability testing, support to development activities, QA testing.

**Clients:** Lega B, Home Staging Lovers, Best Woman, Aziende locali.

**Freelance** Graphic & UI/Visual Designer

march 2011 - september 2017

**Main roles:** creation of visuals for advertising campaigns, design of websites, mobile applications & brand images, development of graphics for prints and digital.

## Two lines about me

After a diploma and an internship as a surveyor, I followed a study path at the Academy of Arts and New Technologies in Rome (AANT) to take the title of Interior & Product Designer.

Subsequently, I specialized also in graphic & web design, by following various specializing courses, by continuing my professional journey in the world of digital product design and UX, up to the present day.

Over the last 10 years, I have developed operational and tactical skills about customer research & discovery, product strategy, UX, UI & business, and I also gained other soft skill about good organization, planning, sales & lead generation, coordination, human resource management, training and mentorship.



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I authorize the processing of personal data contained in my curriculum vitae in accordance with Article 13 of Legislative Decree 196/2003 and Article 13 of GDPR 679/16.

## Side projects

The UX North Star

Auto-published book, for aspiring and junior UX designer (+500 books sold)

UX Antimateria

Public collection of +1000 selected resources for designer and digital workers

UX Halley

LinkedIn newsletter bi-weekly for UX Designer (+1750 subscriptions)

Figma assets

+10 assets premium for Figma with +20k downloads worldwide

UX mentorship

Mentorship sessions for designers about research, UX, UI, career & branding

Teaching

Various courses & schools (Digitazon, Job Formazione, FSBAC, private education)

## Languages

Italian (native)  
Inglese (good)

## Availability

Roma / Smart working  
Contract / Consultant

